

ABSTRACT
RUMAH TEH NDORO DONKER MEDIA PROMOTION DESIGN

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Rumah Teh Ngoro Donker is a tea house that has colonialism concept, ranging from tea menu, the buildings used by and the tea plantations on the slopes of Lawu mount, Karanganyar, Central Java. Rumah Teh Ngoro Donker offers the experience of drinking tea in the middle of tea plantation like *meneer*. Media promotion have important role in raising public awareness of a brand, as well as to Rumah Teh Ngoro Donker. But Rumah Teh Ngoro Donker only use *Facebook* and *Twitter* for their media promotion. This thesis uses observation method, questionnaires, literature methods, interview and documentation methods. While the analysis method uses SWOT and matrix analysis with 3 object in different tea house. The final result is to make media promotion that not only has aesthetic value but also implement the noble values in the tradition of drinking tea like *meneer* and to improve the ability, capability and competitiveness of Rumah Teh Ngoro Donker. In this scheme, author combines *art deco* and Mangkunegaran concept through the shapes and colors used. This thesis is expected to increase public awareness of Rumah Teh Ngoro Donker.

Key Word: Media Promostion, Rumah Teh Ngoro Donker, Tea House.